

WKMQ
Tupelo, MS
Quarterly Issues/Programs List
First Quarter, 2024
04/09/2024

WKMQ
Quarterly Issues/Programs List

WKMQ provides its listeners with programming and public service announcements that address issues of concern to our local community. Among the issues determined to be of most concern to the community during the preceding calendar quarter were:

- **Addiction:** An interview with the MS Council on Problem & Compulsive Gambling
- **Cancer Awareness, Law Enforce:** Discuss the fight against prostate cancer and providing resources to law enforcement agencies.
- **Digital Connectivity:** An interview with the Director of the Office of Broadband Expansion and Accessibility of MS
- **Disabilities:** An interview with the MS Dept of Rehabilitation Services
- **Disaster Relief and Uplifting:** Discuss Red Cross disaster relief efforts in 2024 and programs to uplift women and single moms.
- **Domestic Violence/Trafficking:** An interview with the MS Coalition Against Domestic Violence
- **EDUCATION:** An interview with the Parents Campaign
- **Equality, Civil Rights:** Discuss Dr. Martin Luther King's life and legacy and the efforts to continue the mission he started
- **Filing Taxes, Donating Blood:** Discuss tips on filing 2023 tax returns and the shortage of blood donations nationwide.
- **Fraud/Scam Awareness, Nutriti:** Discuss frauds/scams consumers need to be aware of and better nutrition for children and adults.
- **Government Accountability:** An interview with the State Auditor
- **Health:** An interview with the MS Medical Marijuana Assoc
- **Insurance:** An interview with the Commissioner of Insurance
- **Law/Crime:** An interview with the Attorney General of MS about legislative issues
- **MS Awareness:** Discuss Multiple Sclerosis Awareness Week, resources available, and research underway to find a cur
- **Online fraud, Holiday Philant:** Discuss health tips for the new year and how to spot and help victims of human trafficking.
- **Public Health:** Discuss heart disease among women, and American women living with or those at risk of heart disease
- **Public Health, Domestic Viole:** Discuss the dangers of smoking menthol cigarettes and help dealing with domestic violence.
- **Public Safety/Weather:** An interview with the National Weather Service about Spring Storm Season
- **Sports/Tourism:** An interview with the MS Sports Hall of Fame director

- **Tech and Social Media, Humani:** Discuss teenagers/parents on smartphones and social media and rescuing Americans around the world.
- **Veterans Affairs, Black Histo:** Discuss Veteran homelessness/food insecurity and highlight Black History Month and the NAACP.
- **WILDFIRE PREVENTION:** An interview with the State Forester about Wildfire Prevention

**Section I
LOCAL PROGRAMMING**

Section I lists regularly-scheduled and special programs that represent the station's issue-responsive programming providing the most significant treatment of the issues listed above for the calendar quarter.

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Government Accountability	COMMUNITY HEARTBEAT 1-7-24	An interview with the State Auditor	Shad White	01/07/2024 06:01 AM	029:10
Online fraud, Holiday Philant	9007792 iHeartRadio Communities: Public Affairs Special	Discuss health tips for the new year and how to spot and help victims of human trafficking.	K. Stokes, K. Hodder	01/07/2024 06:31 AM	029:50
Health	COMMUNITY HEARTBEAT 1-14-24	An interview with the MS Medical Marijuana Assoc	Henry Crisler	01/14/2024 06:01 AM	029:06
Equality, Civil Rights	9007792 iHeartRadio Communities: Public Affairs Special	Discuss Dr. Martin Luther King's life and legacy and the efforts to continue the mission he started	M. King III, A. King	01/14/2024 06:30 AM	029:50
EDUCATION	COMMUNITY HEARTBEAT 1-21-24	An interview with the Parents Campaign	Nancy Loome	01/21/2024 06:00 AM	029:11
Equality, Civil Rights	9007792 iHeartRadio Communities: Public Affairs Special	Discuss the fight against prostate cancer and providing resources to law enforcement agencies	R. Ginyard, B. Alexander	01/21/2024 06:29 AM	029:50
Sports/Tourism	COMMUNITY HEARTBEAT 1-28-24	An interview with the MS Sports Hall of Fame director	BBlackwell	01/28/2024 06:00 AM	029:13
Cancer Awareness, Law Enforce	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss the fight against prostate cancer and providing resources to law enforcement agencies.	R. Ginyard, B. Alexander	01/28/2024 06:30 AM	029:49

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Health	COMMUNITY HEARTBEAT 2-4-24	An interview with the MIND Center at UMMC	Dr Kim Tarver	02/04/2024 06:00 AM	029:21
Filing Taxes, Donating Blood	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss tips on filing 2023 tax returns and the shortage of blood donations nationwide.	R. Steber, J. McNamara	02/04/2024 06:30 AM	029:49
Public Safety/Weather	COMMUNITY HEARTBEAT 2-11-24	An interview with the National Weather Service about Spring Storm Season	Michael Hill	02/11/2024 06:01 AM	028:51
Public Health	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss heart disease among women, and American women living with or those at risk of heart disease	C. GORRE	02/11/2024 06:30 AM	029:49
Addiction	COMMUNITY HEARTBEAT 2-18-24	An interview with the MS Council on Problem & Compulsive Gambling	Betty Greer	02/18/2024 06:00 AM	029:37
Public Health	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss being proactive regarding cancer, importance of screenings, and understanding risk factors.	D. SPEIGEL	02/18/2024 06:30 AM	029:49
Law/Crime	COMMUNITY HEARTBEAT 2-25-24	An interview with the Attorney General of MS about legislative issues	Lynn Fitch	02/25/2024 06:00 AM	030:03
Veterans Affairs, Black Histo	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss Veteran homelessness/food insecurity and highlight Black History Month and the NAACP.	J. Whaley, T. Williams	02/25/2024 06:30 AM	029:49
Digital Connectivity	COMMUNITY HEARTBEAT 3-03-24	An interview with the Director of the Office of Broadband Expansion and Accessibility of MS	Sally Doty	03/03/2024 06:00 AM	029:20

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
Public Health, Domestic Violence	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss the dangers of smoking menthol cigarettes and help dealing with domestic violence.	Dr. K. Marynak, P. Zaballa	03/03/2024 06:30 AM	029:49
WILDFIRE PREVENTION	COMMUNITY HEARTBEAT 3-10-24	An interview with the State Forester about Wildfire Prevention	Russell Bozeman	03/10/2024 06:01 AM	029:30
MS Awareness	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss Multiple Sclerosis Awareness Week, resources available, and research underway to find a cure	R. Nunley	03/10/2024 06:32 AM	029:49
Insurance	COMMUNITY HEARTBEAT 3-17-24	An interview with the Commissioner of Insurance	Mike Chaney	03/17/2024 06:00 AM	029:40
Tech and Social Media, Human	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss teenagers/parents on smartphones and social media and rescuing Americans around the world.	M. Anderson, B. Stern	03/17/2024 06:30 AM	029:49
Disabilities	COMMUNITY HEARTBEAT 3-24-24	An interview with the MS Dept of Rehabilitation Services	Chris Howard	03/24/2024 06:00 AM	029:22
Disaster Relief and Uplifting	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss Red Cross disaster relief efforts in 2024 and programs to uplift women and single moms.	J. Pipa, L. Singh	03/24/2024 06:31 AM	029:49
Domestic Violence/Trafficking	COMMUNITY HEARTBEAT 3-31-24	An interview with the MS Coalition Against Domestic Violence	LJackson/LMontgomery	03/31/2024 06:00 AM	029:34
Fraud/Scam Awareness, Nutrition	IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL	Discuss frauds/scams consumers need to be aware of and better nutrition for children and adults.	M. Mayo, L. Bungo, D. Fanelle	03/31/2024 06:30 AM	029:49

**Section II
PUBLIC SERVICE ANNOUNCEMENTS**

Section II lists public service announcements that the station broadcast during the preceding calendar quarter that address community issues.

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
	iHM/PSA	000:30	14
	iHM/PSA	000:30	12
	PSA / FILL -- MISC PSA'S	000:30	32
	PSA / FILL--FINANCIAL EDUCATION	001:00	1
	PSA/FILL -- BULLYING PREVENTION	000:30	15
	PSA/FILL -- BULLYING PREVENTION	000:30	14
	PSA/FILL -- BULLYING PREVENTION	001:00	146
	PSA/FILL -- CAREGIVER	000:57	1
	PSA/FILL -- CREDIT	000:30	16
	PSA/FILL -- CREDIT	000:30	15
	PSA/FILL -- HEALTH: ALZHEIMER'S	000:29	15
	PSA/FILL -- LIFELONG LITERACY/GED	000:58	1
	PSA/FILL -- LIFELONG LITERACY/GED	000:58	1
	PSA/FILL -- READY.GOV	000:59	1
	PSA/FILL -- SMOKING/LUNG CANCER	001:00	1
	PSA/FILL -- TREES FOR FUTURE	000:29	16
	PSA/FILL -- USO	000:14	30
	PSA/FILL -- USO	000:29	30
	PSA/FILL -- USO	000:58	1
	PSA/FILL -- USO	000:59	148
CANCER AWARENESS	THE V FOUNDATION	000:28	6
CANCER AWARENESS	THE V FOUNDATION	000:30	4
COMMUNITY INVOLVEMENT	1 MILLION STRONG	000:29	4
COMMUNITY INVOLVEMENT	1 MILLION STRONG	000:30	9
COMMUNITY INVOLVEMENT	AMERICAN STROKE ASSOCIATION	000:30	6
COMMUNITY INVOLVEMENT	OPERATION HOPE	000:30	7
COMMUNITY INVOLVEMENT	PROJECT YELLOW LIGHT	000:30	7
COMMUNITY INVOLVEMENT	UNCF	000:30	10
COMMUNITY INVOLVEMENT	United Way	000:28	107
COMMUNITY INVOLVEMENT	United Way	000:31	21
EDUCATION	AD COUNCIL	000:30	15
EDUCATION	AD COUNCIL	001:00	144
EDUCATION	AD COUNCIL	001:00	148
EDUCATION	United Negro College Fund	000:30	15

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
EDUCATION	United Negro College Fund	000:30	16
EDUCATION	United Negro College Fund	001:00	148
EDUCATION	United Negro College Fund	001:00	150
ELDERLY	AARP	000:29	16
ELDERLY	AARP	000:29	16
ELDERLY	AARP	000:29	16
ELDERLY	AARP	000:30	15
ELDERLY	AARP	000:30	17
ELDERLY	AARP	000:30	15
ELDERLY	AARP	000:58	164
ELDERLY	AARP	000:59	150
ELDERLY	AARP	000:59	147
ELDERLY	AARP	000:59	148
ELDERLY	AARP	000:59	147
ELDERLY	AARP	001:00	148
Energy Conservation	AD COUNCIL	000:14	36
Energy Conservation	AD COUNCIL	000:14	31
Energy Conservation	AD COUNCIL	000:15	29
Energy Conservation	AD COUNCIL	000:29	17
Energy Conservation	AD COUNCIL	000:30	15
Energy Conservation	AD COUNCIL	000:30	17
Energy Conservation	AD COUNCIL	000:30	15
Energy Conservation	AD COUNCIL	000:59	149
Energy Conservation	AD COUNCIL	001:00	147
Energy Conservation	AD COUNCIL	001:00	149
ENVIRONMENT PROTECTION	Izaak Walton League of Americ	000:29	18
ENVIRONMENT PROTECTION	Izaak Walton League of Americ	000:59	149
FINANCIAL COACHING	OPERATION HOPE	000:29	12
Financial Literacy	AD COUNCIL	000:15	31
Financial Literacy	AD COUNCIL	000:30	16
Financial Literacy	AD COUNCIL	000:30	31
Financial Literacy	AD COUNCIL	000:58	152
Financial Literacy	AD COUNCIL	000:59	148
Financial Literacy	AD COUNCIL	001:00	142

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Financial Literacy	AD COUNCIL	001:00	145
Health	PSA/FILL -- LUNG CANCER SCREENING	000:29	8
HEALTH AND FITNESS	AD COUNCIL	000:15	30
HEALTH AND FITNESS	AD COUNCIL	000:30	16
HEALTH AND FITNESS	AD COUNCIL	000:30	15
HEALTH AND FITNESS	AD COUNCIL	000:30	16
HEALTH AND FITNESS	AD COUNCIL	001:00	294
HEALTH AND FITNESS	AD COUNCIL	001:00	145
HEALTH AND FITNESS	American Acad. of Dermatology	000:15	29
HEALTH AND FITNESS	American Acad. of Dermatology	000:30	17
HEALTH AND FITNESS	American Acad. of Dermatology	000:59	145
HEALTH AND FITNESS	AMERICAN CANCER SOCIETY	000:29	15
HEALTH AND FITNESS	AMERICAN DIABETES ASSOCIATION	000:29	15
HEALTH AND FITNESS	AMERICAN HEART ASSOCIATION	000:15	29
HEALTH AND FITNESS	AMERICAN HEART ASSOCIATION	000:15	31
HEALTH AND FITNESS	AMERICAN HEART ASSOCIATION	000:29	15
HEALTH AND FITNESS	AMERICAN HEART ASSOCIATION	000:30	17
HEALTH AND FITNESS	AMERICAN HEART ASSOCIATION	000:58	152
HEALTH AND FITNESS	AMERICAN HEART ASSOCIATION	000:59	150
HEALTH AND FITNESS	Centers/Disease Control & Pre	000:30	15
HEALTH AND FITNESS	Centers/Disease Control & Pre	000:30	16
HEALTH AND FITNESS	Centers/Disease Control & Pre	000:30	15
HEALTH AND FITNESS	Centers/Disease Control & Pre	000:30	17
HEALTH AND FITNESS	Centers/Disease Control & Pre	001:00	146
HEALTH AND FITNESS	Centers/Disease Control & Pre	001:00	143
HEALTH AND FITNESS	Dept. Health & Human Services	000:14	30
HEALTH AND FITNESS	Dept. Health & Human Services	000:29	16
HEALTH AND FITNESS	Dept. Health & Human Services	000:29	17
HEALTH AND FITNESS	Leukemia & Lymphoma Society	000:30	17
HEALTH AND FITNESS	Leukemia & Lymphoma Society	001:00	150
HEALTH AND FITNESS	MennoMedia	000:29	20
HEALTH AND FITNESS	MennoMedia	000:29	15
HEALTH AND FITNESS	MennoMedia	000:29	15
HEALTH AND FITNESS	MennoMedia	000:29	32

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
HEALTH AND FITNESS	MennoMedia	000:30	154
HEALTH AND FITNESS	MennoMedia	000:30	15
HEALTH AND FITNESS	MennoMedia	001:00	154
HEALTH AND FITNESS	MennoMedia	001:00	143
HEALTH AND FITNESS	Prevent Cancer Foundation	000:29	17
HEALTH AND FITNESS	Prevent Cancer Foundation	001:00	147
HEALTH AND FITNESS	US Dept Of Health & Human Ser	000:29	15
HEALTH AND FITNESS	US Dept Of Health & Human Ser	000:30	15
HEALTH AND FITNESS	US Dept Of Health & Human Ser	000:59	145
HEART HEALTH	AMERICAN HEART ASSOCIATION	000:30	12
LOW-INCOME LEGAL SERVICES	MS Center For Legal Services	000:32	23
MILITARY AND VETERANS	USO	000:29	15
MILITARY AND VETERANS	USO	000:58	159
MILITARY AND VETERANS	WOUNDED WARRIORS	000:29	16
MILITARY AND VETERANS	WOUNDED WARRIORS	000:29	30
MILITARY AND VETERANS	WOUNDED WARRIORS	000:59	143
MILITARY AND VETERANS	WOUNDED WARRIORS	000:59	295
PROJECT YELLOW LIGHT	PROJECT YELLOW LIGHT	000:29	10
PUBLIC SAFETY	AD COUNCIL	000:10	294
PUBLIC SAFETY	AD COUNCIL	000:15	30
PUBLIC SAFETY	AD COUNCIL	000:29	18
PUBLIC SAFETY	AD COUNCIL	000:29	17
PUBLIC SAFETY	AD COUNCIL	000:29	15
PUBLIC SAFETY	AD COUNCIL	000:29	19
PUBLIC SAFETY	AD COUNCIL	000:30	17
PUBLIC SAFETY	AD COUNCIL	001:00	142
PUBLIC SAFETY	FEMA	000:15	31
PUBLIC SAFETY	FEMA	000:15	28
PUBLIC SAFETY	FEMA	000:29	16
PUBLIC SAFETY	FEMA	000:30	31
PUBLIC SAFETY	FEMA	000:30	16
PUBLIC SAFETY	FEMA	000:59	149
PUBLIC SAFETY	FEMA	000:59	145
PUBLIC SAFETY	FEMA	001:00	150

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
PUBLIC SAFETY	FEMA	001:00	147
PUBLIC SAFETY	Homeland Security	000:14	52
PUBLIC SAFETY	Homeland Security	000:30	15
PUBLIC SAFETY	Homeland Security	001:00	142